



ENROLL FOR UP
COMING WORKSHOP

27th – 28th MARCH **2014**

HILTON HOTEL, NAIROBI

Ksh. **34,500**

+ VAT PER
PARTICIPANT

EFFECTIVE CORPORATE SALES TRAINING

*"Strategies for Maximizing
Sales in 2014"*



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Is your **sales team** having difficulties in **closing a sale**? Are you experiencing slow growth occasioned by inability to close a corporate sale? Are you going through prolonged **sales cycles** with low **closing rates**? Do you have a plan to step up your game and exceed your corporate sales goals in 2014? The world of business has changed and so does the sales strategies too. Sales strategies of the past are no longer working, leaving sellers at a loss for how to connect with buyers, get in front of decision makers, differentiate their products and services, and close the sale. Customers today are more knowledgeable than ever before and with limited resources at their disposal, they are becoming more difficult to see in the wake of having many suppliers to choose.

Closing a corporate sale effectively demands that Sales teams should be well equipped with specific skills and tools to enable them sell effectively in a competitive economy. In this workshop, participants will share the **five factors** that most separate **sales winners** from **second-place finishers** and what you need to do to succeed with sales in 2014. Effective corporate sales training workshop is a worthwhile investment to enable your sales team to learn and enhance their corporate sales skills and strategies.

Silikon Training & Consultancy invites you to attend a 2-day **Effective Corporate Sales Training Workshop on 27th- 28th March 2014, at Hilton Hotel, Nairobi**. Effective Corporate Sales Training is designed to address today's business driving forces in a B2B Sales Environment, that is generally more complex and require a deep understanding of not only the company's product or service portfolio offerings, but also how companies should translate their product offerings into value-addition to their customers.

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To register please call: Brenda on; Cell:+254 720 019 932

Email: brenda@silikonenterprise.com



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Benefits to you and your organization

Packed with tips, scenarios, and examples, the workshop aims at exposing participants to:

- Understanding the Business Driving Forces in a B2B & C2B Business Environment
- Skills and strategies for networking, preparing a compelling sales presentation & selling to corporate clients
- Major ways to win huge business in a highly competitive fast growing market
- Equip the participants with skills to get appointments and persuade senior level decision makers to buy from them
- Managing, maintaining & growing the Key Accounts in order to increase the market share
- 5 steps to collaborate with buyers
- 1 thing top salespeople get right
- 21 questions that get buyers talking
- Mastering the selling skills that buyers have indicated are most important for winning their business and you'll be sure to exceed your goals and succeed in 2014

Who Should Attend?

This course is a must for all professionals dealing with corporate market place including; Sales managers, Team Leaders, Operational Managers, Business Development Managers, Branch Managers, Unit Managers, Sales Supervisors, Logistics & Procurement Managers, Sales Executives, Marketing Managers.

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SUMMARY COURSE CONTENT

B2B Sales Principles

- How organizations buy
- Corporate buying motivations
- Key Corporate Buyers
- The Corporate Sales Personality

Pre-Sales

- Account Research
- Bid/No Bid Decision making
- Call Planning and Strategy
- Value Design

B2B Selling

- Opportunity Creation and Management
- Setting appointments with senior managers
- Questioning Techniques
- Proposal Writing
- Professional Sales Presentations
- Sales Cycle Management
- Dealing with Difficult Questions
- Overcoming Customer Concerns
- Handling Price Objections

WHAT YOU SHOULD EXPECT:

- 1) A free slot to organization sponsoring more than 3 participants
- 2) Participants will be issued with certificate of participation
- 3) Fees includes Training Materials, Teas, Snacks & Lunches
- 4) Fees do not include Travel, Dinner & Accommodation

**TO FILL IN THE
REGISTRATION
FORM CLICK
HERE**

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